## s80 The Toronto World.

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| There's a Science | Women Physicians |
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| In Dress Making | For New Hospital |



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## Bread Reduced to 8 Cents

On Monday I raised the price of bread to 10 cents a loaf Since then I have become aware of certain things that have decided me to make a radical change in my plan of business I am now reducing the price to 8 cents a loaf, which is the wholesale price at which I oftered my bread to store-keepers I now revoke the advertisement of Monday and again offer my bread retail, at the wholesale price

## 25 Tickets for One Dollar

This means that I am going in for one class of business only -the individual, houschold, cash trade; that I will not sell my bread to stores any more, and that leereatiter

## Lawrence's Home-Made Bread Will be Sold Direct to Customers Only

 my custom when doing things that affect the price of bread in this city, I take the public into my confidence. They deserve this confidence on my part for it is their confidence in me which has helped to build the largest bread business in Canada. The reasons for my change of plan are briefly these:-
(1) Store-Keepers have been making customers pay 10 cents for my bread when
the price should have been 8 cents. )
Thousands who have paid their money at the stores, asking for my bread,
have been given inferior substitutes, thus injuring my reputation in the have been given inferior
minds of such customers.
(3) Grocers insist on the baker taking back loaves that remain unsold. Bakers cannot afford to lose this bread, and they therefore hand it over to their
drivers to sell again to private customers who pay a higher price for it. I insist on my customers being susties sible where several hundred grocers are throwing back stale bread for me to re-sell, as they have been doing and are still doing to other bakers. My only This This action on my part is a guarantee to the consumer, for when he wants
Lawrence's Bread he can get it direct from my Bakery; it is a guarantee that he will not have to pay an extra profit on my bread; it is a guarantee that he gets fresh bread, that has not been exposed to dust and flies all day, and has not been handled by any one outside the baker
№ More Lawrence's Bread Sold in Grocery Stores
This price of 8 cents to the public will be permanent, provided of course there is no increase in the price of materials which might in the future make another change necessary, but no sech inerasest is anticipacd.
It costs me a great deal of money to induce people to ask for my bread, and when they once do try it, and like it, and want more of it, I propose that they shail have it. The only way to be sure is to sell it to them direct-from my own waggon.
Buy Your Bread Direct from the Baker
If you want the Best Bread-proved best by the vote of 8,000
families who have tried all kinds-order from me-direct-by telephone or postcard, or stop the driver anywhere and order from him. Remembir the nevi pric

## 25 Tickets for One Dollar

8 Cents a Loaf

Lawrence's Home-Made Bread GEORGE LAWRENCE, Baker

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Racing in Rain and Sunshine
Hamilton and Montreal Tracks

LONGBOAT AND NEBRICH

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TEIFRSS WII TROUBE NOT OVER Defeat Toronto by Two Up in Final Game--Blake Was Down Eight
--Cup for Lyon.

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| TORONTO LOSES HURLY | Ottawa Lacrosse Players Quit |
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| BAKYSTOP REGHLLED |  |
| Bones AAllen Goes to Buffalo |  |




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JOSHUA INCHAMA
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## THE CANADIAN, BANK OF COMMERCE

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